



KSHB-TV

## ORDER

Print Date 08/02/12 Page 1 of 2

Flight Dates 08/03/12-08/07/12

|   |                            |                                  |
|---|----------------------------|----------------------------------|
| <u>Contract / Revision</u>                            | <u>Product</u>             | <u>Estimate #</u>                |
| <b>306836</b>   | <b>8/3 -8/7</b>            | <u>Alt Order #</u>               |
| <u>Original Date / Revision</u>                       | <u>Agency Com</u>          | <u>Billing Type</u> Cash         |
| 08/02/12  | 08/02/12                   | <u>Order Type</u> GENERAL        |
|   | <u>Billing Contact</u>     | <u>Billing Cycle</u> EOM/EOC     |
| <u>Advertiser</u> <b>Schoeller / Republican / Sec</b> | <b>5200 SW 30th Street</b> | <u>Billing Calendar</u> CALENDAR |
|   | <b>Davenport, IA 52802</b> | <u>Demographic</u> A25-54        |
| <u>Agency</u> <b>Victory Enterprises</b>              |                            | <u>Rev Codes</u> POL POL CAND    |
| <u>Buying Contact</u>                                 | <u>Sales Office</u> KSHBN  | <u>Product Codes</u> PL          |
| <b>5200 SW 30th Street</b>                            | <u>Sales Region</u> NAT    | <u>Priority</u> P-3              |
| <b>Davenport, IA 52802</b>                            | <u>Agency Ref</u>          | <u>Advertiser Ref</u>            |

## Primary Account Executive

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Mike Wang

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Mike Wang         | 100%   |            |          |

| Order Share %     | Market Value |        |
|-------------------|--------------|--------|
| Competing Station | % of Order   | Amount |
| CABLE             | %            |        |
| KCPT              | %            |        |
| KCTV              | %            |        |
| KCWE              | %            |        |
| KMBC              | %            |        |
| KMCI              | %            |        |
| KPXE              | %            |        |
| KSMO              | %            |        |
| UNKWN             | 100%         |        |
| WDAF              | %            |        |

## Order Totals

| Month       | # of Spots | Net Amount  | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount  | Gross Amount |
|-------------|------------|-------------|--------------|--------|------------|----------|---------|-------------|--------------|
| August 2012 | 17         | \$12,920.00 | \$15,200.00  | 0.00   | 08/01/12   | 08/07/12 | 17      | \$12,920.00 | \$15,200.00  |
| Totals      | 17         | \$12,920.00 | \$15,200.00  | 0.00   |            |          |         |             |              |

## Billing Plan

Total: \$ 12,000.00 - \$ 10,000.00 = \$ 2,000.00

| Ln | Ch | Start | End | Inventory Code | Break Start/End Time | Days | Lcn | Spots | Rate | Pri | Rtg | Type | Spots | <b>Totals</b> | Amount |
|----|----|-------|-----|----------------|----------------------|------|-----|-------|------|-----|-----|------|-------|---------------|--------|
|----|----|-------|-----|----------------|----------------------|------|-----|-------|------|-----|-----|------|-------|---------------|--------|

| Line | Ch | Start | End | Inventory | Code | Break | Start/End | Time | Days | Left | Spots | Rate | Fri | Rig | Type | Spots | Amount |
|------|----|-------|-----|-----------|------|-------|-----------|------|------|------|-------|------|-----|-----|------|-------|--------|
|------|----|-------|-----|-----------|------|-------|-----------|------|------|------|-------|------|-----|-----|------|-------|--------|

N 1 KSHB 08/03/12 08/07/12 OLY M-F 6a-9a CM 6a-9a MT--F-- :30 2 \$500.00 P-2 0.00 NM 5 \$2,500.00

Olympic Weekday Morning

Start Date   End Date   Weekdays   Spots/Week   Rate   Rating

Week: 07/30/12    08/05/12    - - - F - -    2    \$500.00    0.00

Week: 08/06/12    08/12/12    MT-----    3    \$500.00    0.00

N 2 KSHB 08/03/12 08/07/12 M-F 430-5p CM 430-5p MT--F-- :30 2 \$300.00 P-2 0.00 NM 2 \$600.00

Action News @ 430PM

Start Date    End Date    Weekdays    Spots/Week    Rate    Rating

Start Date: 07/30/12 End Date: 08/05/12 Frequency: -----F-- Updates/Week: 1 Total: \$300.00 Remaining: 0.00

Week: 07/30/12    08/05/12    -    -    \$300.00    0.00  
Week: 08/06/12    08/12/12    M-----    1    \$300.00    0.00

N 3 KSHB 08/03/12-08/07/12 NBC Action News at 5p CM 5-530p MT-- E-- :30 1 \$750.00 EX 0.00 NM 2 \$1,500.00

N 3 KSNB 08/03/12 08/07/12 NBC Action News at 5p CM 5-55p M-F 11a .30 1 \$750.00 X 0.00 NM 2 \$1,500.00

NBC Action News at 5p  
Weekdays 5pm-6pm  
Ghosts/Week: 10



KSHB-TV

Print Date: 08/02/12

Page 2 of 2

Contract / Revision**306836**Flight Dates**08/03/12-08/07/12**Hiatus DatesOriginal Date / Revision

08/02/12 / 08/02/12

Order Sep 00:20:00Advertiser **Schoeller / Republican / Se** Product **8/3 -8/7**Estimate #

| Ln                    | Ch   | Start             | End             | Inventory Code        | Break | Start/End Time    | Days            | Len | Spots | Rate        | Pri | Rtg Type      | <u>Totals</u> |           |                    |
|-----------------------|------|-------------------|-----------------|-----------------------|-------|-------------------|-----------------|-----|-------|-------------|-----|---------------|---------------|-----------|--------------------|
|                       |      |                   |                 |                       |       |                   |                 |     |       |             |     |               | Spots         | Amount    |                    |
| N 3                   | KSHB | 08/03/12          | 08/07/12        | NBC Action News at 5p | CM    | 5-530p            | MT--F--         | :30 | 1     | \$750.00    | FX  | 0.00          | NM            | 2         | \$1,500.00         |
| NBC Action News at 5p |      |                   |                 |                       |       |                   |                 |     |       |             |     |               |               |           |                    |
|                       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |       | <u>Spots/Week</u> |                 |     |       | <u>Rate</u> |     | <u>Rating</u> |               |           |                    |
|                       |      | Week: 07/30/12    | 08/05/12        | -----F--              |       | 1                 | \$750.00        |     |       | 0.00        |     |               |               |           |                    |
|                       |      | Week: 08/06/12    | 08/12/12        | M-----                |       | 1                 | \$750.00        |     |       | 0.00        |     |               |               |           |                    |
| N 4                   | KSHB | 08/03/12          | 08/07/12        | NBC Action News at 6p | CM    | 6-630p            | MT--F--         | :30 | 1     | \$1,100.00  | FX  | 0.00          | NM            | 2         | \$2,200.00         |
| NBC Action News at 6p |      |                   |                 |                       |       |                   |                 |     |       |             |     |               |               |           |                    |
|                       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |       | <u>Spots/Week</u> |                 |     |       | <u>Rate</u> |     | <u>Rating</u> |               |           |                    |
|                       |      | Week: 07/30/12    | 08/05/12        | -----F--              |       | 1                 | \$1,100.00      |     |       | 0.00        |     |               |               |           |                    |
|                       |      | Week: 08/06/12    | 08/12/12        | M-----                |       | 1                 | \$1,100.00      |     |       | 0.00        |     |               |               |           |                    |
| N 5                   | KSHB | 08/03/12          | 08/07/12        | M-Su Late News        | CM    | 10-1035p          | M-F/10-1MT--FSS | :30 | 3     | \$1,800.00  | P-1 | 0.00          | NM            | 4         | \$7,200.00         |
| M-Su Late News        |      |                   |                 |                       |       |                   |                 |     |       |             |     |               |               |           |                    |
|                       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |       | <u>Spots/Week</u> |                 |     |       | <u>Rate</u> |     | <u>Rating</u> |               |           |                    |
|                       |      | Week: 07/30/12    | 08/05/12        | -----FSS              |       | 3                 | \$1,800.00      |     |       | 0.00        |     |               |               |           |                    |
|                       |      | Week: 08/06/12    | 08/12/12        | M-----                |       | 1                 | \$1,800.00      |     |       | 0.00        |     |               |               |           |                    |
| N 6                   | KSHB | 08/03/12          | 08/07/12        | NBC Action News at 6p | CM    | 6-630p            | -----S-         | :30 | 1     | \$600.00    | P-2 | 0.00          | NM            | 1         | \$600.00           |
| Sa 6-630p             |      |                   |                 |                       |       |                   |                 |     |       |             |     |               |               |           |                    |
|                       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |       | <u>Spots/Week</u> |                 |     |       | <u>Rate</u> |     | <u>Rating</u> |               |           |                    |
|                       |      | Week: 07/30/12    | 08/05/12        | -----S-               |       | 1                 | \$600.00        |     |       | 0.00        |     |               |               |           |                    |
|                       |      | Week: 08/06/12    | 08/12/12        | -----                 |       | 0                 | \$600.00        |     |       | 0.00        |     |               |               |           |                    |
| N 7                   | KSHB | 08/03/12          | 08/07/12        | NBC Action News at 5p | CM    | 5-530p            | -----S          | :30 | 1     | \$600.00    | P-2 | 0.00          | NM            | 1         | \$600.00           |
| NBC Action News at 5p |      |                   |                 |                       |       |                   |                 |     |       |             |     |               |               |           |                    |
|                       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |       | <u>Spots/Week</u> |                 |     |       | <u>Rate</u> |     | <u>Rating</u> |               |           |                    |
|                       |      | Week: 07/30/12    | 08/05/12        | -----S                |       | 1                 | \$600.00        |     |       | 0.00        |     |               |               |           |                    |
|                       |      | Week: 08/06/12    | 08/12/12        | -----                 |       | 0                 | \$600.00        |     |       | 0.00        |     |               |               |           |                    |
| <b>Totals</b>         |      |                   |                 |                       |       |                   |                 |     |       |             |     |               |               | <b>17</b> | <b>\$15,200.00</b> |